

C 7
cont.
BT

a controller connected to said receiver;

a wireless communications device configured to receive promotional information and

connected to said controller; and

an interior display configured to be installed in an interior of said vehicle and
connected to said controller,

wherein said controller outputs said promotional information to said interior display
based on said position data.

Sub
E3
B2

29. (Twice Amended) An in-vehicle promotions system installed in a vehicle,

comprising:

an RF receiver configured to receive transmitted promotions information;

a controller connected to said receiver; and

an interior display configured to be installed in an interior of said vehicle and
connected to said controller wherein said controller causes said promotions information to be
displayed on said interior display based on an automatically detected position of said vehicle.

Sub
E3
B3

43. (Twice Amended) A method of displaying promotions information to a vehicle

occupant, comprising:

storing data corresponding to said promotions information in said vehicle; and

displaying said data on an interior display after it is automatically detected that said
vehicle comes within a defined proximity to a store with which said promotions information
is associated.

B4
Sub
E4

60. (Twice Amended) A method of distributing promotions information, comprising:

forming a database of promotions information of at least one store;

Cond
Bef
wirelessly distributing data corresponding to said promotions information to a vehicle; and

C
displaying on an interior display said data to occupants of said vehicle after it is automatically detected that said vehicle comes within a defined range of said store.

REMARKS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1, 8, 10-57, and 60-64 are presently active in this case.

In the outstanding Official Action; Claims 1, 3-7, 10-14, 17, 27-29, 37, 38, 43-45, 49-51, 56, 57, 60 and 61 were rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,627, 549 to Park; Claims 2, 8, 15-16, and 30-33 were rejected over Park in view of Official Notice taken by the Examiner; Claims 18-20, 39-42, 46-48, 52, and 64 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Park in view of U.S. Patent No. 5,867,780 to Malackowski et al.; and Claims 21-23, 34-36, and 53-55 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Park in view of U.S. Patent No. 6,060,993 to Cohen.

Turning now to the merits, Applicants' invention is directed to a method and system for distributing promotional information. The inventors of the present application have identified a need for a system which automatically provides targeted promotional information in the way of advertising, coupons, etc. to consumers at a time when work or personal